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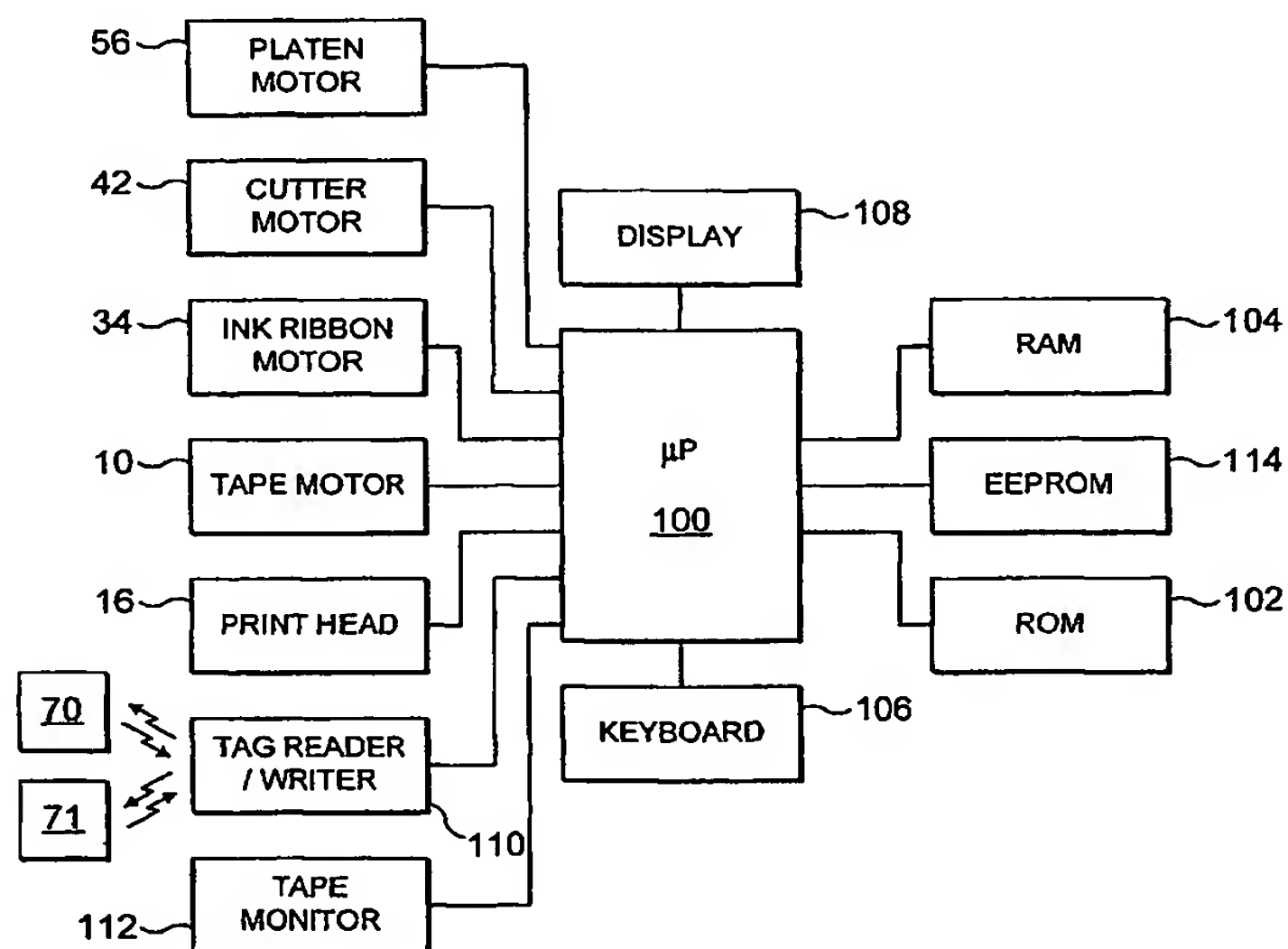
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(54) Title: INFORMATION ON CONSUMABLES



(57) Abstract: A printing apparatus using a consumable providing at least one of an image receiving tape, the consumable carrying a tag holding parameter information identifying the width of the tape and status information including the amount of tape remaining in the consumable, the printing apparatus comprising: printing means for printing an image; a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to (i) receive said information and to control operation of the printing apparatus in dependence thereon including selecting a printing operation based on the identified width, and (ii) update the status information based on usage of the tape via the contactless link.